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## Extended essay cover

Candidates must complete this page and then give this cover and their final version of the extended essay to their supervisor.

Candidate session number

Candidate name

School name

Examination session (May or November)

May

Year

2015

Diploma Programme subject in which this extended essay is registered:

Geography

(For an extended essay in the area of languages, state the language and whether it is group 1 or group 2.)

Title of the extended essay:

How has The Wave and Muscat Hills development in Oman globalised and rebranded the image of living in the middle East?

### Candidate's declaration

*This declaration must be signed by the candidate; otherwise a mark of zero will be issued.*

The extended essay I am submitting is my own work (apart from guidance allowed by the International Baccalaureate).

I have acknowledged each use of the words, graphics or ideas of another person, whether written, oral or visual.

I am aware that the word limit for all extended essays is 4000 words and that examiners are not required to read beyond this limit.

This is the final version of my extended essay.

Candidate's signature:

Date: 7/1/2015

### Supervisor's report and declaration

The supervisor must complete this report, sign the declaration and then give the final version of the extended essay, with this cover attached, to the Diploma Programme coordinator.

Name of supervisor (CAPITAL letters) \_\_\_\_\_

Please comment, as appropriate, on the candidate's performance, the context in which the candidate undertook the research for the extended essay, any difficulties encountered and how these were overcome (see page 13 of the extended essay guide). The concluding interview (viva voce) may provide useful information. These comments can help the examiner award a level for criterion K (holistic judgment). Do not comment on any adverse personal circumstances that may have affected the candidate. If the amount of time spent with the candidate was zero, you must explain this, in particular how it was then possible to authenticate the essay as the candidate's own work. You may attach an additional sheet if there is insufficient space here.

I am very pleased with the quality of EE. He is an able well motivated student who has done a good job on a difficult piece of research. There is not the same openness to surveys in Oman as in say the UK and his questionnaire was a "risky" piece of research. As such he fulfilled part of the IB Learner profile in being a risk taker. The Wave and Muscat Hills are the only part of Oman that expats can buy property so this made for an interesting piece of research.

This declaration must be signed by the supervisor; otherwise a mark of zero will be issued.

I have read the final version of the extended essay that will be submitted to the examiner.

To the best of my knowledge, the extended essay is the authentic work of the candidate.

As per the section entitled "Responsibilities of the Supervisor" in the EE guide, the recommended number of hours spent with candidates is between 3 and 5 hours. Schools will be contacted when the number of hours is left blank, or where 0 hours are stated and there lacks an explanation. Schools will also be contacted in the event that number of hours spent is significantly excessive compared to the recommendation.

I spent

5

hours with the candidate discussing the progress of the extended essay.

Supervisor's signature: \_\_\_\_\_

Date: \_\_\_\_\_

7/1/2015

# Assessment form (for examiner use only)

Candidate session number		
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## Achievement level

Criteria	Examiner 1	maximum	Examiner 2	maximum	Examiner 3
A research question	<input type="text" value="2"/>	2	<input type="text"/>	2	<input type="text"/>
B introduction	<input type="text" value="1"/>	2	<input type="text"/>	2	<input type="text"/>
C investigation <i>Review of marginal relevance</i>	<input type="text" value="2"/>	4	<input type="text"/>	4	<input type="text"/>
D knowledge and understanding <i>Academic context lacking.</i>	<input type="text" value="2"/>	4	<input type="text"/>	4	<input type="text"/>
E reasoned argument	<input type="text" value="2"/>	4	<input type="text"/>	4	<input type="text"/>
F analysis and evaluation <i>Mainly descriptive, simple analysis</i>	<input type="text" value="2"/>	4	<input type="text"/>	4	<input type="text"/>
G use of subject language	<input type="text" value="3"/>	4	<input type="text"/>	4	<input type="text"/>
H conclusion	<input type="text" value="1"/>	2	<input type="text"/>	2	<input type="text"/>
I formal presentation	<input type="text" value="3"/>	4	<input type="text"/>	4	<input type="text"/>
J abstract <i>No RQ.</i>	<input type="text" value="0"/>	2	<input type="text"/>	2	<input type="text"/>
K holistic judgment	<input type="text" value="1"/>	4	<input type="text"/>	4	<input type="text"/>
Total out of 36	<input type="text" value="19"/>		<input type="text"/>		<input type="text"/>

Name of examiner 1: \_\_\_\_\_ Examiner number: \_\_\_\_\_  
(CAPITAL letters)

Name of examiner 2: \_\_\_\_\_ Examiner number: \_\_\_\_\_  
(CAPITAL letters)

Name of examiner 3: \_\_\_\_\_ Examiner number: \_\_\_\_\_  
(CAPITAL letters)

IB Assessment Centre use only: B: \_\_\_\_\_

IB Assessment Centre use only: A: \_\_\_\_\_

## Geography Extended Essay

Word-count: 3737

# How has The Wave & Muscat Hills development in Oman globalized and rebranded the image of living in the Middle-East?

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## Abstract

No RQ  
I chose this question to investigate, because I have seen the influence The Wave/Muscat Hills bring to Oman – This globalized influence being positive therefore that is the reason I wanted to investigate this question, I wanted to see how and why the complexes globalize Oman.

The essay included explanations and overviews of three key main areas; The Wave/Muscat Hills/typical Omani neighborhood. And I handed out 25 quality of living surveys to these three main areas compiled of 6 questions to see what made these areas better to live in, and there was pretty evident results on why specific areas had higher quality of living, this being The Wave And Muscat hills over a typical Omani neighborhood; This was due to more facilities, better living infrastructure and a community based lifestyle. I came to the conclusion that the reason why Omani neighborhood aren't better to live in according to the results of the survey, is generally because it isn't community based due to the fact that it's a reflection of the conservative culture Oman has, the conservative factor makes typical Omani neighborhoods private and secluded from each other. Whilst The Wave & Muscat Hills reflect a more westernized and globalized way of living which is why the quality of living is much higher according to its residents, it's more interactive for the residents which makes a big difference as community based living is a globalized sign. This westernized style of living attracts foreigners and allows the Omani society to learn and start to implement these working globalized factors in their community.

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- Research (Survey) - Page 13
- Analysis – Page 14
- Conclusion – Page 17
- References – Page 18
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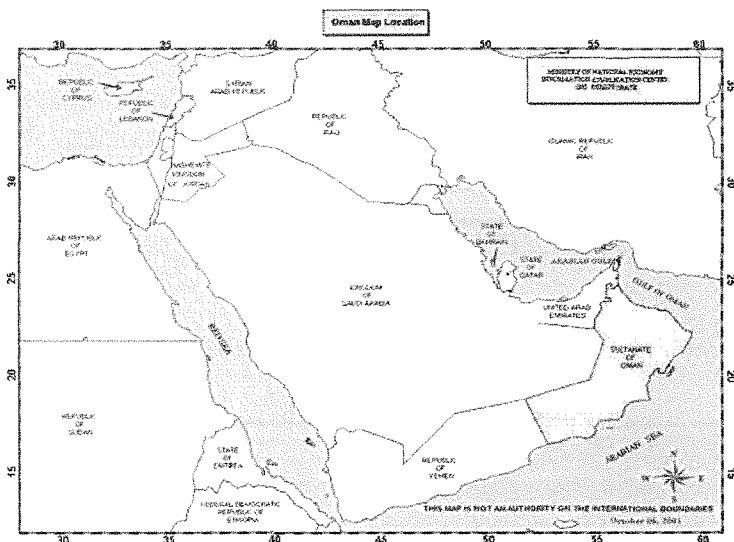
*Basic*

LQ. only on title page

### Introduction:

So globalization is the development of an increasingly integrated global economy marked especially by free trade, free flow of capital into the country's economy.<sup>1</sup> And the country I would like to investigate this question is in Oman, my home country. Oman is located in the Middle-East on the southeast coast of the Arabian Peninsula; its neighboring countries include The United Arab Emirates which is to the northwest of Oman, Saudi Arabia to the west and Yemen to the southwest whilst the Arabian Sea is on the south east. Oman's capital city is Muscat and has the largest population with an estimated of 1,090,797 people, whilst the whole country's population altogether is around 3,608,545.<sup>2</sup>

I chose this question due it being accessible for me as a student to explore, although it is a straight forward question it has many depths to it. The purpose to this question is to see if The Wave and Muscat Hills changed how people live in Oman, and if how, and what the effects of it are. The Sultanate of Oman is ruled by His Majesty Sultan Qaboos bin Said since 1970, he is the pioneer of the country as he has made sure Oman would see developed as it was under-developed pre 1970 and didn't allow and visitors to now



becoming a more developing country, striving to be a more economically developed country and a modernized industrial and business center. Tourism has always been important towards Oman as a country to people wanting to see its rich culture and traditions, from their fishing expertise to their clothing and especially beautiful and unique landscape in which created job opportunities for the locals and fueled foreign investors into investing in Oman.

Globalization has played a big role in the Middle-Eastern countries (The UAE/Saudi Arabia/Qatar/Kuwait/Bahrain and Oman) After the discovery of oil and gas more specifically Oman in 1966, that has led to an interest by the global countries which led to them bringing their interest and attention towards the gulf leading to advantages one of them being investments towards a country; hotels/global shopping brands/more opportunities. And this creates a different quality of life in the Middle East; it boosts the quality of life. It also changes

<sup>1</sup><http://www.merriam-webster.com/dictionary/globalization>

<sup>2</sup><http://en.wikipedia.org/wiki/Oman>



the perception of how people see the Middle East for example Dubai, which 40 years ago wasn't heard of at all, and now in 2014 is a well-known city globally and is considered to be the 'poster boy' of globalization; this is due to all the investments and effort put in by the Emirati government to rebrand the image of Dubai by building the world's largest sky scraper, massive malls and majestic hotels and it has successfully done that becoming a globally acclaimed city. And now Oman is trying to rebrand its image through various projects, however The Wave is currently taking the lead. Oman is trying to rebrand its image through the promotion of tourism throughout the country, from Musandam (Atana hotel by Omran) to Jabal Akhdhar (Alilah by Omran) to Salalah (Khareef Salalah). Omran is a company that was established by the government in order to develop tourism-related investment in the country, as well as establish long term benefits to the local communities and local environment. An example is, the responsible development of Alilah Hotel in Jabal Akhdhar using local stones and local pottery in the décor and construction of the hotel. Reference: 1) <http://www.omran.om/Whoweare.aspx> 2) <http://main.omanobserver.om/?p=90767>

The future of tourism has now been identified as a key contributor in the Omani economy, €36.78bn has been invested in transport infrastructure developments and integrated tourism complexes (ITCs) around Oman.

### The Wave:



<sup>3</sup> Located at around 20km away from Muscat's city with 6km's of natural coastline of the Omani sea, The Wave construction began in 2006 and spans from Apartments to Villas with a luxurious yacht marina club (The biggest in Oman) it represents a popular area for recreational water sports activities and other recreational activities. There exists an 18-hole PGA golf course, which is the first in Oman, multiple authentic restaurants, and three premier hotels which include worldwide brands such as Shaza and Kempinski hotels. The architecture of the houses in The Wave has an

Omani touch. And over 1000 houses have been finished and sold whilst more properties are still being built. The Wave is being developed by a few investments by various companies such as, National Investment Development Company, Oman's Waterfront Investments and an Emirati real estate developer Majid Al Futtaim properties – which has pioneered in the development of landscape and housing in the Middle-East, They saw a beneficial opportunity to invest in Oman. The vision The Wave tries to preserve the Omani culture whilst illustrating the soul of modern Oman; the architecture still holds traditional Omani architecture with a touch of modern design. The project is eco-friendly as construction includes use of sustainable and eco-friendly techniques and resources, The Wave was awarded with the International Clean Marina Accreditation; the first in the Middle-East. <sup>4</sup> (3D computerized complete design of The Wave<sup>5</sup>)

<sup>3</sup> <http://www.worldfloorplans.com/plans/Oman-Muscat-Wave-Reehan-Gardens-11.jpg>

<sup>5</sup> <http://www.thewavemuscat.com/about-us.html>

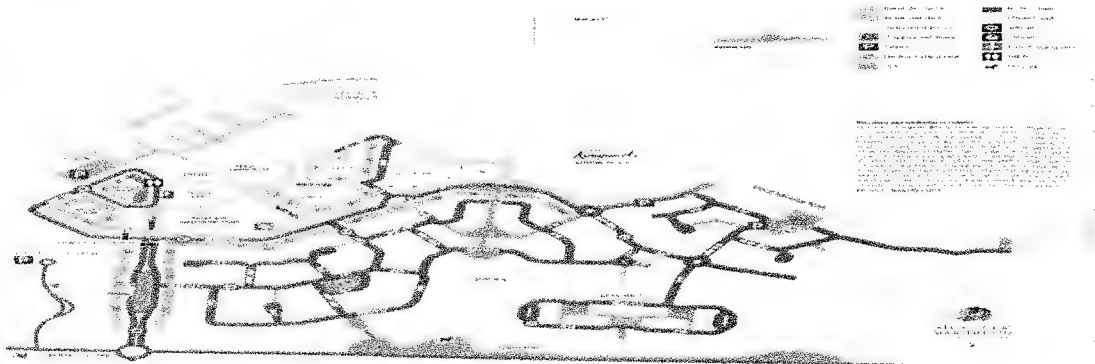
who looks clear theoretical ref. to what is meant by globalization and the characteristic of a globalized society is the wave element of globalization

detail?



The bird eye view of the map below represents The Wave completion so far in 2014; around 70% percent is done.<sup>6</sup>

*Not legible*



The Wave/Muscat Hills in Oman has changed how people live in the country and rebranded the image of living in Oman; I would like to explore why and how it has done that through, surveys, interviews and a thorough comparison to a typical Omani neighborhood. And try to point out the difference between the quality of living in these three areas (The Wave/ Normal Omani neighborhood/Muscat Hills) if there is a difference at all, and if so how has globalization is affecting Muscat, in terms of The Wave and how effective it is in doing so, The aspirations and expectations of the Wave is very high and I'm willing to test if it has delivered or not; Due to the financial crisis in 2008.

7

The



<sup>6</sup> [http://www.thewavecommunity.com/download/twm\\_community\\_map.pdf](http://www.thewavecommunity.com/download/twm_community_map.pdf)

<sup>7</sup> [http://blogs.qu.edu.qa/qatarurbanism/files/2014/06/20120620\\_ai-marsa-village-update-16.jpg](http://blogs.qu.edu.qa/qatarurbanism/files/2014/06/20120620_ai-marsa-village-update-16.jpg)

Walk' Section in the Wave Muscat

*Presentation!*

<sup>8</sup> The Wave Retail Center at night



*Ref*

Billions of dollars have been invested in the tourism sector in Oman; following Sultan's Qaboos vision to diversify its industries and income other than just oil production which is around 85% of Oman's income. The Wave Muscat aims to take lead and be the first in the country realty sector with €1.84bn invested in the project, in a partnership between Majid Al Futtaim (United Arab Emirates based) and the Omani government. There has been efforts with bringing the best

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- <sup>8</sup> <https://charretteframeofmind.wordpress.com/2014/10/10/the-wave-muscat-honorary-site-visit/>

potential entrepreneurs and businessmen to develop The Wave, One of them Hawazen Esber, an experienced architect from Tokyo Institute of Technology with a masters in building engineering and architecture who is now the CEO of The Wave Muscat since November 2013 which till now has shown significant improvement in the quality and pace of development of The Wave.

Not only does The Wave just provide housing opportunities, recently it has semi-completed building 'The Walk' which is now represents a center of attraction in The Wave. It has various new end restaurants/cafes/bakery/ fast food restaurants and a bigger and more efficient supermarket. This created a new recreational hub for Muscat, as the restaurants are located near the marina to give it a fantastic location. The Wave has seen an increase in people visiting excluding the locals who live there, as now The Wave "The Walk" section offers a modernized leisure outlet for the locals and the residents.

The Wave offers housing for non-Omani nationals, as they have the opportunity to apply for residency unlike in normal Omani neighborhood in which they aren't allowed. In the six years that The Wave has been open over 1,200 properties have been handed to over 3,000 occupants and 1,700 properties sold. According to Fatma Al Najjar a real estate agent, *"80% foreigners, as most of the locals who own a property have rented it out to expats."* This shows how The Wave has been successful in providing housing for foreigners, and that the locals are benefiting in profits from the foreigners; which is beneficial to Oman as it is considered foreign investment therefore helping Oman diversify in its money making;

Unclear { The main essence behind The Wave is it gives free hold property where it's not allowed, as the Omani government has made strict laws on housing for foreigners. Free hold property access in Oman to foreigners which basically opens up windows to tourism as more foreigners will visit Oman as they will have the opportunity to stay and that leads to foreign investment into the country, which basically increased revenue and diversifies Oman's income.

? The CEO Hawazen Esber believes that ITC's in Oman are constantly improving from just being a factor to bring foreign investment from residential property in Oman to being a solid contributor to the Omani economy and Oman becoming globalized, this shown through the profits that The Wave brings, as last year broke records in revenue. With more than \$130m of revenue was generated from record and plan sales. This major increase in revenue shows that many people started spending money in The Wave Muscat whether it has been an increase in the people dining in their increased amount of restaurants or whether there is more people looking for homes in The Wave; is more globalized due to the fact that it includes serviced apartments and office parks, also outdoor and indoor entertainment. An increased in people want to invest in The Wave and it is evident from the sales it is generating, it offers much more than a typical Omani neighborhood, it integrates a westernized style/modernized style of living; offers pools for the locals, modernized pathways, close knit communities, different types of parks, dog facilities, CCTV monitored areas, well lit areas, lush gardens/vegetation.<sup>9</sup>

Not real evidence of globalization

Descriptive approach

<sup>9</sup> <http://www.europeanceco.com/finance/the-wave-muscat-development-draws-tourists-and-property-buyers-to-oman/>

### Normal Omani Neighborhood:

Whilst there are two types of Omani neighborhoods, there is the old Omani style neighborhood which has a more close knit society, as houses are closer together. And have established small communities between each other as they've been built long ago therefore neighbors have generally created a friendly friendship with their neighbors. However because these areas are highly densely populated it contains the highest crime percentage rate overall than the other neighborhoods.

<sup>10</sup> A typical old style neighborhood in Oman



However now, there is more of the modern style neighborhood in Oman, and are much more frequently seen than the older style neighborhoods. These neighborhoods are much more private as they are in bigger lands, houses are much more spacious and are much more distant from the house next to them generally, they are low in density, and more spread out apart, very quiet, have its own facilities, all these factors make these neighborhoods not *very community based*, as families keep to themselves according to real estate agent Fatma Al Najjar.

<sup>11</sup> A newer generation house in a modern neighborhood



<sup>10</sup> •

[http://www.google.com/imgres?imgurl=http%3A%2F%2Ffarm2.static.flickr.com%2F1402%2F5184897924\\_61d672a838\\_m.jpg&imgrefurl=http%3A%2F%2Fflickrhivemind.net%2Ftags%2Fathaiba%2FRecent&h=768&w=1024&tbnid=wIH3YXjXEhtcLM%3A&zoom=1&docid=w6evyflZkOIE1M&itg=1&ei=6zeHVKnuAqKV7AaFoiH4Dw&tbn=isch&ved=0CC4QMygSMBI&iact=rc&uact=3&dur=531&page=2&start=13&ndsp=20](http://www.google.com/imgres?imgurl=http%3A%2F%2Ffarm2.static.flickr.com%2F1402%2F5184897924_61d672a838_m.jpg&imgrefurl=http%3A%2F%2Fflickrhivemind.net%2Ftags%2Fathaiba%2FRecent&h=768&w=1024&tbnid=wIH3YXjXEhtcLM%3A&zoom=1&docid=w6evyflZkOIE1M&itg=1&ei=6zeHVKnuAqKV7AaFoiH4Dw&tbn=isch&ved=0CC4QMygSMBI&iact=rc&uact=3&dur=531&page=2&start=13&ndsp=20)

<sup>11</sup> • [http://www.engelvoelkers.com/om/quram/free-standing-villa-in-quram-29-w-0142ns-1869688.506242\\_exp/?startIndex=4&businessArea=&q=&facets=bsnssr%3Aresidential%3Bcntry%3Aoman%3Brgn%3Aamuscat%3Btyp%3Aby%3B&pageSize=10&language=en&elang=en](http://www.engelvoelkers.com/om/quram/free-standing-villa-in-quram-29-w-0142ns-1869688.506242_exp/?startIndex=4&businessArea=&q=&facets=bsnssr%3Aresidential%3Bcntry%3Aoman%3Brgn%3Aamuscat%3Btyp%3Aby%3B&pageSize=10&language=en&elang=en)

### Muscat Hills:

or describe 7

The second residence I would like to investigate and compare to the normal neighborhoods of Oman is Muscat Hills; another premium residential area. Muscat Hills Golf and Country Club is a residential area which is located around 5 minutes away from the Muscat International Airport, Muscat Hills has a premium level of standard of housing and only has a certain amount of available homes make it exclusive, Muscat Hills has an 18 hole golf course which is in the center of the residential area; located between the sea and the mountains.

*(Mini 3D Map of Muscat Hills in the MH Real Estate Agency)*



<sup>12</sup>View of several of the premium Muscat Hills homes including parts of the golf course.

Muscat Hills are much more exclusive than any residential area in Oman, as their homes are at a very high premium value. The houses in MHR are very limited, and have breathtaking views of the golf course, very spacious luxury living and to be part of Muscat Hills is similar to joining a high-class/elite group of members club, some say it's the "Beverly Hills" of Oman as it is an secluded exclusive premium complex.

<sup>13</sup>



The MHR offers and combines both benefits from The Wave and a normal Omani neighborhood, *MHR has the best of both worlds, you have your own luxury private home with boundary walls, yet you can participate in the community activities and facilities, That being said, Muscat Hills offers the advantages of privacy, as well as community living and it won't have a problem with outsiders coming in and out of the property, as the commercial area is being outside the walls, as security is of utmost importance in Muscat Hills.*

*—MHR Real Estate Agent Fatma Al Najjar)*

<sup>12</sup> <http://media-cdn.tripadvisor.com/media/photo-s/03/01/fd/5f/muscat-hills-golf-country.jpg>

<sup>13</sup> <https://www.muscathillsgolf.com/Home.aspx>

From the success of The Wave and MHR, there will be future projects which includes, In Muscat, there are only two main premium residential areas, also called Integrated Tourism Complexes (ITC) in which expatriates can purchase free hold property, in compliance to the Royal Degree 12/2006 issued by the Sultan Qaboos in February 2006.<sup>14</sup> These ITC projects are the Wave and Muscat Hills, which are currently established, with the launch of Saraya Bandar Jissah mid-September 2014<sup>15</sup>

#### **Effects of Globalization:**

Muscat has always been a city to grow in a slow pace which is the Sultan Qaboos' goal, quoted by him *"The path we have followed in our foreign policy over the past decades has shown itself to be both sound and effective, with God's guidance. We are committed to this approach, which supports justice, peace and security, and tolerance and love; which calls for international cooperation in order to reinforce stability, promote growth and prosperity and tackle the causes of tension in international relations by producing just and permanent solutions to critical problems; which fosters peaceful co-existence between nations; and which generates well-being and prosperity for the whole of mankind."*

*Sultan Qaboos Majlis Oman, 14.11.2006"*

<sup>16</sup>

Sultan Qaboos' has always wanted a definitive future for Oman but also wants to conserve the Omani heritage whilst developing, which makes for a slow development rate compared to its rapidly growing neighbor Dubai which ranks number 8 in 2014 in the top 10 global cities according to the wealth report.<sup>17</sup> Therefore The Wave and Muscat Hills are a huge project for Muscat in terms as it is the first region's first major residential and integrated development, the project began in 2006 and was estimated to finish in 2013 but due to the 2008 financial crisis the finish date was delayed. Globalization in Oman has already created a backfire, due to the increasingly rapid growth of expatriate workers in Oman

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<sup>14</sup> ) <http://eservices.housing.gov.om/eng/Rule/Royal%20Decree%20-%20Real%20Estate%20Ownership%20Act%20for%20the%20Integrated%20Tourism%20Complexes.pdf>

<sup>15</sup> [http://www.timesofoman.com/News/39285/Article-Saraya-Bandar-Jissah--\\$600m-dream-project-set-for-early-launch-in-Oman](http://www.timesofoman.com/News/39285/Article-Saraya-Bandar-Jissah--$600m-dream-project-set-for-early-launch-in-Oman)

<sup>16</sup> <http://www.islam-in-oman.com/en/exhibits/oman-in-general/quotes-of-omani-sultan-qaboos/>

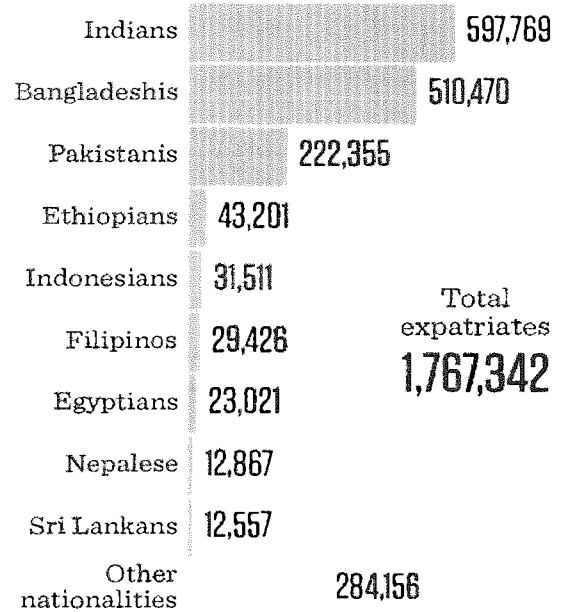
<sup>17</sup> <http://www.thewealthreport.net/global-cities/>

From the side effects of globalization, as you can see from this bar graph, Oman only has population of 3.7 Million Omanis whilst there are 1.7 million expatriates, accounting for around 50% of the population. As Oman has made it easier for foreigners and expats to come to Oman it has led to more people migrating than expected. This unintended backlash of over increased migrants led to the Omani government to resulting into proceeding to “Omanisation” Which basically means to reduce the amount of foreign workers and increase the amount of local Omani workers in the Omani economy; this procedure is to counter unemployment in Oman which is around 15% for the locals which <sup>18</sup>is fairly high and also to counter the high amount of foreign expatriates, and they do this through making the laws stricter on immigrants. There is a new law that if your job contract ends in Oman, you cannot reapply for a working visa for another 2 years, and there is a big chance that your contract could be transferred to another company and the visa handed to them. But the catch is you lose one visa slot, so companies won’t do that, and will second thoughts on renewing working visas for expatriates. Therefore now it is much harder for foreigners to come work in Oman.

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## Population figures

By nationality (as of April 2014)



Source: National Centre for Statistics and Information.

Graphics

<sup>18</sup> <http://www.y-oman.com/2013/02/working-for-oman/>

<sup>19</sup> <http://www.timesofoman.com/News/29327/Article-Axe-will-fall-on-firms-failing-Omanisation>



### Survey (Research):

I picked out 6 questions from a much larger survey and compiled them together that tested for the housing quality; I picked these 6 specific questions because they were relatable and viable in Oman. I created a survey because it was the best option to get results on housing quality on the Comparing the ITC's and between a normal Omani neighborhood (Muscat Hills/The Wave and a typical Omani neighborhood) 25 Surveys were given to people living in these 3 areas, and the results will be evident and proof on which of which will have the highest quality of living.

20

1. How satisfied are you with the following aspects of your neighbourhood?  
(Please ✓ One Box for each of the following)

	Very Satisfied	Fairly Satisfied	Fairly Dissatisfied	Very Dissatisfied
Street layout and safety e.g. footpaths, street lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boundaries of properties e.g. Clear and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of common areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General aspect e.g. Pleasant outlook / rundown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness / litter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Do you think that each of these is a serious, slight or not a problem in your area?  
(Please ✓ One Box For Each of the Following)

	Not a Problem	Slight Problem	Serious Problem
Vandalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Litter & Rubbish in Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Problems with Neighbours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Racial Harassment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise from People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise from Traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People Causing Damage to your Home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drug Dealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How important do you think the following are in improving the security of the neighbourhood?  
(Please ✓ One Box for each of the following)

	Very Important	Fairly Important	Not Important
Better Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CCTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wardens / Rangers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How would you rate the quality of the facilities in your local area?  
(Please ✓ One Box for each of the following)

	Good	Poor	N/A	Don't Know
Shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schools/Playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open space/parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities for older people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious or cultural centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. What main improvements would you like to see in the area.  
(Please ✓ the three you feel are most important)

Security	<input type="checkbox"/>	Cleanliness	<input type="checkbox"/>	Properties improved	<input type="checkbox"/>
Gardens maintained	<input type="checkbox"/>	Landscaping / Trees	<input type="checkbox"/>		

6. Overall what do you think about your particular neighbourhood as a place to live?  
(Please ✓ One Box)

A very good place to live	<input type="checkbox"/>	A fairly good place to live	<input type="checkbox"/>		
Not a very good place to live	<input type="checkbox"/>	Not at all a good place to live	<input type="checkbox"/>	Don't know	<input type="checkbox"/>

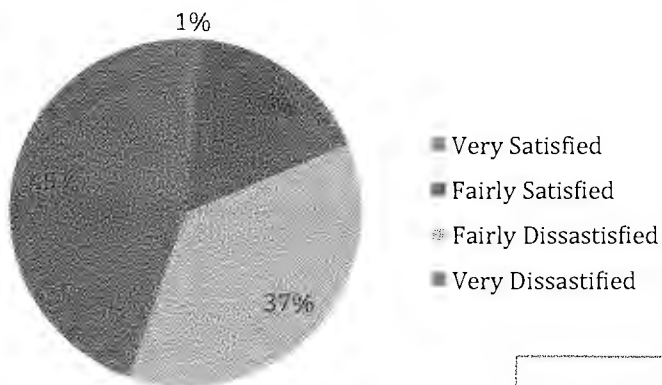
How does this relate to globalisation

<sup>20</sup>Survey acquired from the Welsh Housing Quality Survey 2003 (Cardiff Research Centre)

## Results/Analysis:

Out of the six questions I picked 3 to analyze and compare because they are the most comparable to each other and have the best comparing statistics.

### Question 1 - Typical Omani Neighborhood

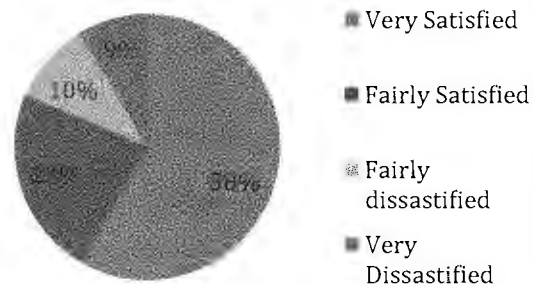


The first question revolves around how satisfied the residents are about the street layout in their area and the quality of its footpaths and street lighting, the boundaries in the area, if it's clear and well maintained. How satisfied they are with how much car parking space is available, how satisfied they are with the maintenance of the common area, how satisfied they are with the general outlook of the area, if it looks good/pleasant or if it looks rundown. And finally the satisfaction level of cleanliness of the area. To summarize

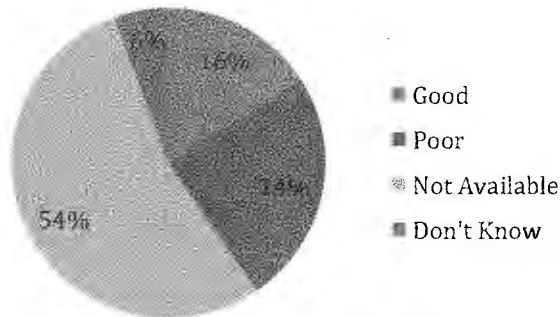
question one is its basically the infrastructure of the area and how satisfied the residents are with it.

In the ITC's (The Wave/ Muscat Hills) the majority is very satisfied with 58% percent, The satisfied of this question a combination of both (Very Satisfied and Fairly satisfied) adds up to 81% compared to the typical Omani neighborhood with only 1% with very satisfied, and a combination of only 18% of (Very satisfied and Fairly satisfied). This major contrast shows how much better the ITC's are in offering a better maintained area to live in. This is perhaps due to the fact that ITC's take a modernized approach to building their infrastructure and know what to offer what its residents want, they built a working and modernized infrastructure for its residents. And typical Omani neighborhoods are apparent of not having a good living infrastructure.

### Question 1 - ITC's The Wave/Muscat Hills



#### Question 4 - Facility Quality -Typical Omani Neighborhood

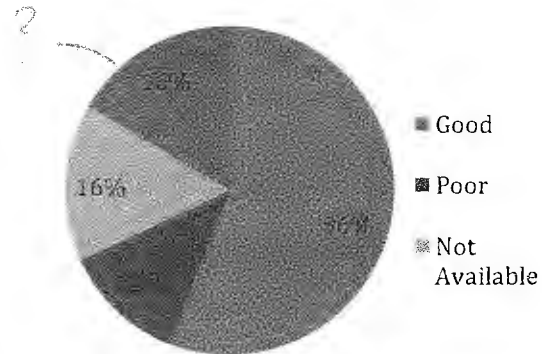


The second question I picked specifically analyze and compare, is about the facilities in the area, if it firstly offered and if so its quality. The facilities mentioned in the question includes, shops, public transport, schools, playgrounds, parks and finally leisure & play facilities. The ITC's The Wave and Muscat Hills scored very highly, with 56% of the residents rated it as good. With a combined of 68% approving that there is facilities (For those who said that it was good and poor combined) the fact that the majority of 56% said the facilities were good just emphasizes the importance of facilities; facilities like parks is very westernized. ITC's have integrated in their infrastructure facilities

for their residents, these facilities are what make these ITC's community based, as the residents in these ITC's mostly will meet whilst using these facilities. Community based areas is what changes Oman, it is what globalizes and westernizes the way of living in Oman, because there is more interaction between people in their neighborhood.

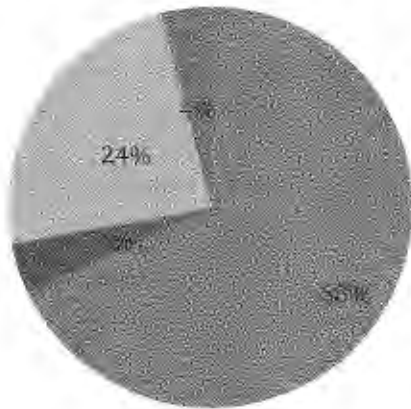
And in the typical Omani neighborhood the majority of the residents 54% said that there are no available facilities to use, this is what makes Omani neighborhoods a more private and quiet residential sector. The reason why there are no available facilities is because the Omani government haven't supplied or built any facilities for their residents to use, and if any very low with a combined percentage of only 36% this is why Omani neighborhoods aren't community based. Governments must start to increase the facilities provided for the public.

#### Question 4 - Facility Quality - The Wave/Muscat Hills



*This is not about  
globalisation*

### Question 6 - Quality of Living -The Wave/Muscat Hills



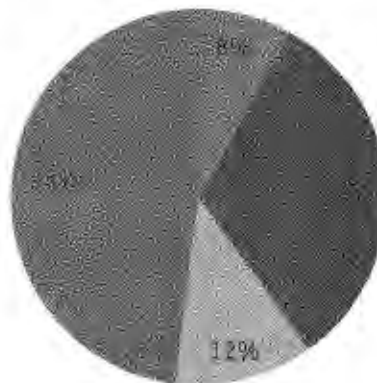
- A very good place to live
- Not a very good place to live
- A Fairly good place to live
- Not at all a good place to live
- Don't know

Finally, the ultimatum question, a straight forward question asking what they thought about the area they were living in.

In the ITC's its very evident that majority of their residents enjoy living in The Wave/Muscat Hills. With a combination of 68% of people satisfied with their quality of living, this must be due all the facilities provided by the ITC's like parks, pools that promote a community

based style of living which represents a more westernized approach of living. Another factor is the integration of simple factors to the make the living infrastructure so much better, in these ITC's there's CCTV's coverage, better lighting, footpaths, diversity of vegetation around the area. These simple factors make these ITC's a much better place to live in. And this what normal Omani neighborhoods lack which leads to why there is only 20% of the residents in typical Omani neighborhood are satisfied with their quality of living.

### Question 6 - Quality of Living - Typical Omani Neighborhood



- A very good place to live
- Not a very good place to live
- A Fairly good place to live
- Not at all a good place to live
- Don't know

### Conclusion:

To conclude my essay question, "How has the Wave/Muscat Hills development in Oman globalized and rebranded the image of living in the Middle East?" It is very evident that there is a major difference between The Wave/Muscat hills and a typical Omani neighborhood, this difference makes living in Oman very different, and it is evident in the results I have gathered from my surveys, the majority of The Wave/Muscat Hills residents were very pleased with the quality of living. The Wave and Muscat Hills have definitely globalized and rebranded the image of living in Oman as they provide; good facilities, parks, pools, dog parks, golf courses, marinas, shops, leisure facilities and good living infrastructure that includes, CCTV Cameras, security guards, better lighting, foot paths which provide safety and security in the area. All these factors combined provides community based living, which is in the end the deciding factor on why people are so pleased with living in these ITC's. Because neighborhood are a reflection of society, Oman is a very conservative country and this is reflected in its neighborhoods and houses; as people are very private and segregated from each other. But only after The Wave and Muscat Hills introduced communal living, did Oman start to shift and change its society. Oman is now starting to accept shared living and started to gain appreciation for communal living as it's becoming more popular, and the fact that privacy isn't a big issue anymore as it was before. So overall this shows that the Omani society is moving to more globalized and westernized way of living which is from the influence of The Wave/Muscat Hills. So all in all, yes The Wave and Muscat Hills have rebranded and changed the image of living in Oman and this was through the introduction of community based living in Oman. And this westernization and globalization has many positive factors like attracting foreigners to live in Oman/Middle East and also gives the Omani's a new look on a better style of living.

The essay would have been just as good without the word "globalized" in the RQ since there is no real effort to establish how elements of globalization have influenced the areas in question

eg. goods in shops/foods  
clothing brands  
food in restaurants  
TV channels, newspapers  
music + entertainment  
Recreation

} are these different  
in the study areas  
i.e. traditional v.  
Wave + M. Hills

The investigation section simply looks at differences in residential quality

largely descriptive with a marginally relevant survey. tacked on

No real understanding of "globalized" shown

## **Extended Essay references**

- 1<sup>st</sup> Picture – Population Figure Source: National Centre for statistics and information (Graphics)
- Survey acquired from the Welsh Housing Quality Survey 2003 (Cardiff Research Centre)
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## **Appendix:**

### **Interview with Fatma Al Najjar a real estate agent working for Muscat Hills Residence:**

Do you think MHR/The Wave will attract more foreigners to live Oman?

Yes and no. Yes, because many of my expatriate clients have been here long term and view Oman as their home, so they prefer to retire here as opposed to in their own countries. Also, Golf is a sport practiced mostly by the male population in MHR in order to relax or de-stress and we have competitions and family events, special offers, so on and so far. Also, MHR are trying to create a secluded and exclusive premium complex with a close knit community with the upcoming Country club and Spa. However, if you are an expat without a work or investor visa and living on Oman with a resident visa, you are not permitted to work. With the new labour laws, many new clients haven't been feeling comfortable to invest in ITC projects as they do not see it as a solution anymore, a result to this, our sales have been slowing down after the new labour laws were issued this summer.

What percentages of foreigners are living in MHR/The Wave?

80% foreigners, as most of the locals who own a property have rented it out to expats.

Do you think there will be more Integrated Tourism complexes The Wave and MH in the future?

Saraya Bandar Jissa, an Omran project is being launched this September.

Do you think the quality of living in MHR is better than a typical Omani Neighborhood?

It really depends on how you look at it. Typical Omani neighbourhoods today are not very community oriented, the boundary walls between houses are high and people live within their own property for years without any communication between their neighbours. The only community activity that I've experienced, living in my house for 22 years of my life is, every Ramadhan, our neighbours would send their maids with homemade food to our house and we would return the favour. Occasionally in Eid, the children would come to our house for Eidia, juice and candy. On the other hand, ITC projects like The Wave and MHR have expats who like to interact with others and form a close knit community, usually they are friendly with their neighbours and have the occasional party here in there. Also, the club house and MHR staff would hold community parties and events, as well as external events that the residents would frequent to get to know each other. Some of our clients would carpool their children to school, due to the heavy traffic in the mornings and afternoons. So it really depends on what a person would view as a high quality of living as everyone has a different preference. For example, Private homes in typical Omani neighbourhoods have different benefits as opposed to a more secluded, yet close knit community in MHR, or The Wave, where it's densely populated and the new hang out spot in Muscat.

What does MHR offer than a typical Omani neighborhood and The Wave?

MHR has the best of both worlds, you have your own luxury private home with boundary walls, yet you can participate in the community activities and facilities. While The Wave is very densely populated and not so private, with people who do not live in the wave come in and out as they please due to the commercial area. Then there is the Omani neighbourhood where people usually keep to themselves and have their own private facilities and there is not much of a community, though it differs from neighbourhood to neighbourhood. Many families have claimed land next to each other and live close by, so there is interaction, while some live in the older neighbourhoods like Muscat and have known each other for decades. That being said, Muscat Hills offers the advantages of privacy, as well as community living and it won't have a problem with outsiders coming in and out of the property, as the commercial area is being outside the walls, as security is of utmost importance in Muscat Hills.



In terms of privacy and spaciousness how would you compare MHR to the Omani neighbourhood as a Omani who lives in a typical Omani neighbourhood?

There are different types of Omani neighbourhoods, there is the modern one, that you frequently see, private homes with boundary walls and minimal interaction. Then there is the older neighborhood with more of a close knit society. Muscat hills villas mirror the modern Omani house, spacious luxury living with a good garden and outdoor space, as well as ample parking for tenants as well as guests. So I wouldn't say it is much different in that aspect. Also, other than the apartment buildings, the villas have boundary walls and enjoy their privacy.

List the pro's of living in MHR in comparison to the Wave and a Omani neighborhood, list the cons as well?

#### Pros of MHR over The Wave

- Well-built luxury homes
- Privacy
- Security
- Breathtaking views throughout, either of the ocean or golf course as it's situated atop a hill
- Quiet
- Low density
- Last phase and there will cease to be construction, while the wave is ongoing
- Close knit community

#### Cons

- The wave has an established commercial hub
- Large community
- Densely Populated
- Thin walls
- Crowded
- Lack of privacy
- Not so strict security
- Commercial hub within the development, not alongside it

#### Omani neighborhood

- Own facilities
- Ultimate privacy
- Security
- No community

